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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

OFFICIAL

Applicants: Rick W. LANDSMAN, Wei-Yeh LEE

Atty. Doc. No.: UCC-1/CIP/RCE2

Serial No.: 09/237,718 Filed: January 26, 1999

Group Art Unit: 3622 Confirmation number: 7166

Examiner: Jeffrey D. Carlson

Title: A TECHNIQUE FOR IMPLEMENTING BROWSER-INITIATED
USER-TRANSPARENT NETWORK-DISTRIBUTED INTERSTITIAL WEB
ADVERTISING THROUGH USE OF AN ADVERTISING TAG
EMBEDDED IN A REFERRING WEB PAGE (as amended)

Commissioner for Patents
Mail Stop Amendment
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

AMENDMENT

Further to the Applicants' prior amendment mailed April 9, 2004 which was filed in response to the Office Action dated January 15, 2004 (Paper No. 39), please amend the above-identified patent application, as follows:

Amendments to the claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 34 of this paper.

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